



NEWS

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“LOOK TWICE, SAVE A LIFE” MOTORCYCLE GRANT STRIVES TO SAVE LIVES

SACRAMENTO – Four counties in California continue to have high motorcycle collision deaths and injuries within the California Highway Patrol’s (CHP) jurisdiction. The CHP has been awarded a two-year grant to assist its efforts in the battle for motorcycle safety.

The four identified high-risk counties are Los Angeles, San Diego, Orange and San Bernardino. The goal of this grant is two-fold: first, reduce motorcycle-involved fatal collisions in the four counties by 5 percent from a 2007 baseline of 187 to 177, and second, to reduce motorcycle-involved injury collisions by 5 percent from the 2007 baseline of 5,156 to 4,898 by September 30, 2011.

“The number of motorcycle crashes and fatalities, especially in these four counties, continue to be troubling,” said Commissioner Joe Farrow. “With the help of this grant and the cooperation of motorcyclists and motorists alike, hopefully we can reverse this trend.”

The CHP will implement a 24-month traffic safety program focusing on motorcycle fatalities and injuries throughout the high-risk counties. The project will encompass enhanced enforcement including aerial support and a public education campaign.

Efforts will also include the production of two public service announcements. The spots will promote the use of properly approved helmets for all riders and raise motorists’ awareness of sharing the road with motorcyclists. In addition, at least 15 motorcycle safety presentations will be conducted in the four high-risk areas; and a minimum of nine motorcycle safety enforcement operations will operate in areas with a high number of motorcycle incidents.

Funding for this program was provided by a grant from the California Office of Traffic Safety through the National Highway Traffic Safety Administration.

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